

Bear River North Regional Council Meeting Minutes
Bridgerland Applied Technology College
Logan, Utah
Wednesday, January 16th, 2008 – 12:00 P.M. – 2:00 P.M.

In attendance:

Commissioner William Cox	County Commissioner, Rich County
David Farnes	Pioneer Care and Rehabilitation
Colyn Flinders	Division of Rehabilitation
Cindi Grant	Convergys
Vern Gunnell	United States Air Force, B.A.T.C. Cache County
Commissioner John Hansen	Cache County Council Member
Dawn Hollingsworth	State of Utah, Department of Human Services
Randy Hopkins	State of Utah, Department of Workforce Services
Roger Jones	Bear River Association of Governments
Michael Liechty	Cache School District
Evan Maxfield	Wheatland Seed
Dawn Skorka	Wal-Mart
Thom Smith	Alcoa
Jim Stephenson	Cache District Adult Ed
Susan Thackeray	Economic Development, Box Elder County
Richard VanDyke	Box Elder County Commission
Scott Williams	U.S.U. Extension Agent 4-H Youth Development

Excused:

David Bryan	Pepperidge Farm
Jim Hooker	Hooker Appliance
Kelly Johnson	J.B. Swift
Peggy Madsen	Box Elder County Employees
Chad Munns	Munns Manufacturing
Lana Powell	State Farm Insurance
Bruce Rigby	Zions Bank
Michelle Wilson	Life-Skill and Individual Needs Center

Department of Workforce Services Staff:

Julie Anderson	Program Specialist
Dixie Baughman	Program Specialist
Jill Bingham	Brigham E.C. Manager
Jane Broadhead	Youth Program Specialist
Diane Lovell	Community Liaison
Stephen Maas	Assistant Director
John Mathews	North Region Economist
Carrie Peterson	Administrative Secretary
Lynn Purdin	Research Consultant
Melisa Stark	Research Consultant
Susan Wright	Regional Council Liaison

Guests:

Dee Hadfield	Utah State University
Katie Jensen	English Language Center
Marty Kelly	Utah State Office of Education

The meeting was called to order at 12:00 p.m.

1. **Welcome**

Thom Smith, Chair-elect Bear River North Regional Council, welcomed all D.W.S. staff and Council members to the meeting.

2. **Consent Calendar Action Items**

Thom Smith called for approval of the minutes from the August 15th, 2007 Bear River North Regional Council meeting.

Action: Evan Maxfield made the motion, Commissioner John Hansen seconded, and the Council unanimously approved the August 15th meeting minutes.

3. **State Council of Council Report- John Mathews, Lynn Purdin, Steve Maas and Melisa Stark**

Purpose: The purpose of the discussion was to inform council members of the five sectors proposed at the Council of Councils conference and the expectations from the State to work collaboratively between all regional councils and the State Council.

Objective: To help job seekers obtain jobs in these career-ladder industries, help employers obtain workers, and provide basic education to those who need it to help ensure better employment opportunities.

Steve Maas provided an overview of the new “sector strategy” update that will be used to facilitate the Department’s Workforce Development Plan. The Regional Councils are a statutory mandate for D.W.S., which help develop training priorities, related to apprenticeship, training, and coordination. The purpose is important to Utah’s economy as it provides education and career pathways for job seekers by contributing to and maintaining Utah’s communities.

The State “Council of Councils” meeting was held in Cedar City in October. The State Council connects the Department to the private sector to collect the information needed to meet the standards of operating businesses. Steve Maas explained D.W.S. would be using sector development to help meet the needs of Utah employers. Sector development will be used to develop a talented and skilled workforce.

Steve Maas informed the attendees that sector development is not new to the Department as D.W.S. started working on it in 2002, when the Department began working to address the shortages in the health care industry and the shortages in nursing. The Department partnered with health care entities to add 41 additional registered nurse students through the Big Opportunities for Registered Nurses (B.O.R.N.) program. Later, the Department began to work on the energy sector. D.W.S. has also been working in the Energy industry. As a result, the Western Energy Training Center was developed.

Community Based Job Training Grants have been used to focus on the sectors and develop grants to impact the industry sectors.

The sector strategy keeps youth in schools gaining the skills they need to for employment in the industry areas. The industry sector is a good model of working with industry and job seekers. The five industry sectors identified at the State Council were –

1. Automotive
2. Energy
3. Construction
4. Health
5. Basic Education (help individual obtain their high school diploma / G.E.D.)

The basic education issue will need to be considered, as there are 211,000 people who lack a high school education in Utah. The Department will be working to re-engage youth and adults into programs delivering basic education. A partnership has been made with the State Office of Education and the Department of Workforce Services to strengthen and expand education programs and improve access.

Prior to the State Council's efforts, the targeted sector work groups were set-up to identify the key issues in the industry and schools to identify what is working and could be shared. The pre-conference gathered information about the potential skills development and wage information. The information reviewed at the State Council meeting developed the "Sector Plans and Deliverables" for the Automotive, Construction, and Energy industry sectors. Currently, some of the stigmas tied to the positions are being addressed. Career pathways have been established with the Utah State Office of Education, and an on-line handbook has been provided on the available industry sectors.

Articulation agreements have standardized the school curriculum with the State Office of Education. With this pathway in place, a training curriculum will be developed to help students choose a career in their high school years. The Regional Council will make a recommendation on the selection of the sectors for their areas. This will be information D.W.S. will use from the private sector to define the sector strategy and purposes across the State.

Steve Maas reported that this year, at the Council of Councils, workgroups were conducted to help develop a strategy to meet the needs in the specified employment sectors. And over the next two years, a strategy will be developed. A State Council meeting was held January 10th to further discuss how the sector strategy could meet the needs of employers.

The Bear River North Regional Council will be asked to identify the sectors they would like to develop in their areas. The Council will have a discussion about the sectors that will be important to helping in the areas.

Council members were provided with handouts about the proposed industry sectors.

D.W.S. has proposed site tours for students and counselors in each of the regions. Construction Career Days have been planned for Logan on April 22nd and 23rd.

Marty Kelly, of the State Office of Education, reported on their efforts and provided a summary of what the education committee is working on. D.W.S. and the Department of Education are now sharing demographic data for Adult Education. There are 15 community based Adult Education programs across the State. The cost to enroll is \$25 - \$100 for a year. The committee has discussed helping the youth and the adults transfer into the work industries.

Randy Hopkins asked about the release of information pilot in the Central Region.

Marty Kelly reported that the pilot was in Granite and Davis Districts, where the youth had checked out of school, and were not planning on returning. The contact numbers and social security numbers are given to a D.W.S. representative to help them with W.I.A. services, or an educational program to help them with their basic education.

Cindi Grant commented that the largest increasing population in the country is the people with disabilities. She noted that her concern for these individuals is that they obtain proper job related education and training for entry to the job market. She also has concerns about them earning certificates of completion for their basic education rather than diplomas and if that is a detriment to them obtaining employment.

Marty Kelly responded that there are jobs that will be available for people with disabilities.

Commissioner William Cox asked if there is a report on what has been done by the parents that may have impacted the youth who have dropped out of school.

Marty Kelly commented that roughly 43% of the homes were single mothers. D.W.S. and the State Office of Education that will be working to gather the information.

D.W.S. will develop a marketing plan for each of the sectors identified. A statewide marketing group has been established. D.W.S. staff are working with the State Office of Education to develop a marketing plan to inform individuals of the sectors and the courses available through the high school curriculum.

4. **Labor Market Information**

John Mathews, D.W.S. North Region Economist, presented an informational overview of the four industry sectors.

In the State of Utah, Healthcare accounts for 8% of the State's workforce. A breakout of healthcare for the North Region equates to 21% of State's employment rate. The average wage for Health Care workers is \$3,100 per month. The Healthcare industry is the occupation industry that will have the most new jobs.

The Construction sector, in the North Region, accounts for 22% of the States workforce. The average monthly wage is \$2,959. Heavy construction and highway earn over \$4,000 a month. Construction special trades earn \$2,700 each month.

The Automotive Sector is an interesting sector, as many of the jobs are spread-out in a variety of areas. For the North Region, 27% of the workforce is working in the automotive industry. Total employment in the Automotive Industry in the State of Utah is 67,290 workers.

Energy is an industry sector that equates to 1.3% of the State's workforce. For the North Region, 10% of the jobs are in the energy sector.

Diane Lovell asked the Council members to review the Supplemental Agenda Packet that was put together after the Council of Councils meeting. She explained that statewide resources and tools would be provided to the Council members to help them with their industry sector strategies. The Wasatch North Regional Council is considering working on the Manufacturing industry. The Bear River North Regional Council will not have to select one of the industries that have been identified by D.W.S. Every Council will be expected to address the Basic Education sector.

D.W.S. would like to give the Regional Councils assistance to determine their sector based strategic plan and deliverables. John Mathews will provide the Council with information they would like to review.

Diane recommended that the Regional Councils put their energies by one or two industry sectors. She asked the Council to consider new ideas and approaches with implications for ethnic and other special populations, including people with disabilities. She recommended they consider Utah's changing population mix. A sector strategy will support logical pathways that can be used by parents, students, and job seekers to guide them to jobs, careers, and economic development for the State of Utah.

Steve Maas commented that it would be an excellent opportunity for the Regional Council to participate in the sector planning, as they are the leaders in their community. They have the ability and connections to solve the problems in the community by identifying the resources. The staff of D.W.S. are committed to helping the Regional Council with their plans and facilitate future processes.

John Mathews asked if the Council had any questions on the data he presented. Additional information was included in the meeting packets for each of the individual sectors that were presented. Council members were invited to contact John Mathews with any questions they may have.

Steve Maas explained that as the Council decides which industry sectors they would like to work on, additional information can be provided by the Department. D.W.S. has meet with higher education to gather information from employers to determine the skills sets needed for the different industries. The information will be a tool that can be given to the Regional Councils from the State Council.

The State Council would like the Regional Councils to review the growth industry sectors to identify the targeted industry sectors for each of the regions. The Regional Councils will then create a sector based strategic plan to develop short, medium, and long term goals. The State Council would like the Regional Councils to report on what they would like to continue.

The State Council has co-chairs who will be working to provide experts to help the Regional Councils with their planning. The Regional Councils will need to determine how they can get individuals to training that they need to gain employment and meet the needs of employers. The Regional Council will need to look at youth and how they can access the training resources for the identified industry sectors.

The State Council would like the Regional Council to develop the pathway to help individuals access the training. The State Council is asking the private sector workgroups to work with them to ensure their needs are being met.

Steve Maas encouraged the Bear River North Regional Council to work with the marketing resources that will be available. He recommended that the Council consider the implications for ethnic and other special needs populations. The Office of Education has information available on-line that will be used by students and schools to identify training requirements.

Council members were invited to participate on the State Council workgroups if they would like to work on the State Industry Sector plan.

5. **Regional Council Discussion**

Randy thanked the Council for all of their support and their time in attending the meetings. He asked if meeting each quarter would be adequate to facilitate the Council's planning. He noted the Central Region is conducting their roundtable meetings and he was not sure how the Council would like to plan their time to address the information presented on the industry sector planning.

Thom Smith offered to take the lead to send some e-mails to coordinate the date for the next Bear River North Regional Council meeting. The planning meeting scheduled in March may be expedited to February. Thom would like to move the planning session to February.

6. **Regional Youth Council Report**

Scott Williams introduced Dee Hadfield, from the Utah State University local technical assistance program. He works to coordinate training and opportunities related to the construction industries. The Construction Career Days will be held throughout Utah. For Logan, the Construction Career Days are planned April 22nd and 23rd. It was estimated that 31,000 students would be involved in the

construction career days held in Utah. Dee Hadfield thanked all of those who have been supporting the planning efforts.

Thom Smith asked if there was intent or any efforts being made to measure the number involved in the Construction Career Days event that make construction their career selection.

Dee Hadfield responded that they are considering options as to how to track that information. They are recommending including the Construction Career Days on employer applications.

Steve Maas commented that the events allow the teachers and educators to observe the different career opportunities available.

7. **Other Business**

Randy Hopkins introduced Dixie Baughman, who will be replacing Gary Kennison as the North Region D.W.S. Business Services Program Specialist.

8. **Public Comment**

No general public representatives or non-members of the Regional Council attended the meeting.

9. **Adjourn**

Susan Thackeray made the motion to adjourn the meeting, Dawn Skorka seconded, and the Council unanimously agreed to adjourn the meeting.

The meeting was adjourned at 2:00 p.m.